



DA

D I G I T A L
ASSOCIATES CO., LTD.

SHAPING INTELLIGENCE

MEET AIOT.
TOUCH THE FUTURE.

DA
DIGITAL
ASSOCIATES CO.,LTD.

The Real World Benefits of, And How to Commercialize AIoT



Who are we?



DATA



DRONE SOLUTIONS



CYBER SECURITY

BIG DATA SOLUTIONS





aerOSky

DRONE SOLUTIONS

drone data and AI-powered analytics



Spin-off company under
AI & Robotics Ventures (ARV)
under PTTEP



1st rank of
Global drone service
provider 2022



Leader of media market
research services and
Big Data provider

Drone as-a-service

- Operation Planning & Management Flight Operation
- Method Statement
- Job Safety Analysis and Risk Identification

Software as-a-service

- Data Management Processing & Analytics Deep Domain Analysis
- Verticaliti Asset Management
- ERP Integration

AI as-a-service

- Model development Scalability
- API Integration
- Cloud platform agnostic



Professional Cyber Security

Advanced Vulnerability Assessment and Penetration Testing

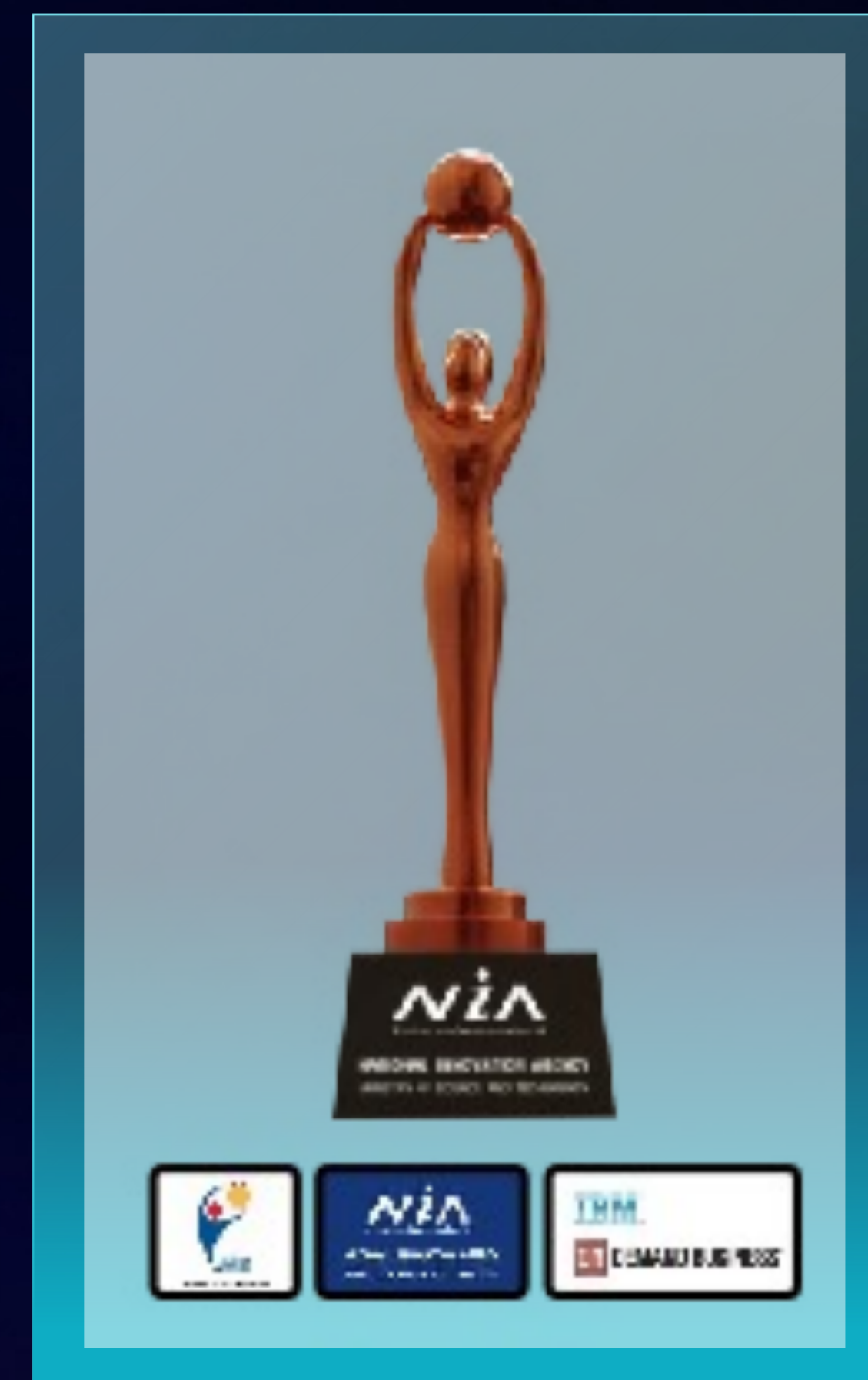
We determine a qualitative assessment of security in the application and IT infrastructure

Nation level-Red Team exercises and Red Team assessment services

Understand your offence to improve your defense and be prepared for the next attack

Cyber security outsourcing and training

We provide professional training to improve the team skills of your workforce, including cybersecurity



Company Background

Over 19 years of being a fast growing leader in innovation

Digital Associates **is a Technology-based Media** market research company

We are the **only Authority in Thailand** with the capabilities **to Monitor the Radio, Ads** and other multimedia channels

80% Market Share in Thailand

Smart Retail Solution

HEATMAP

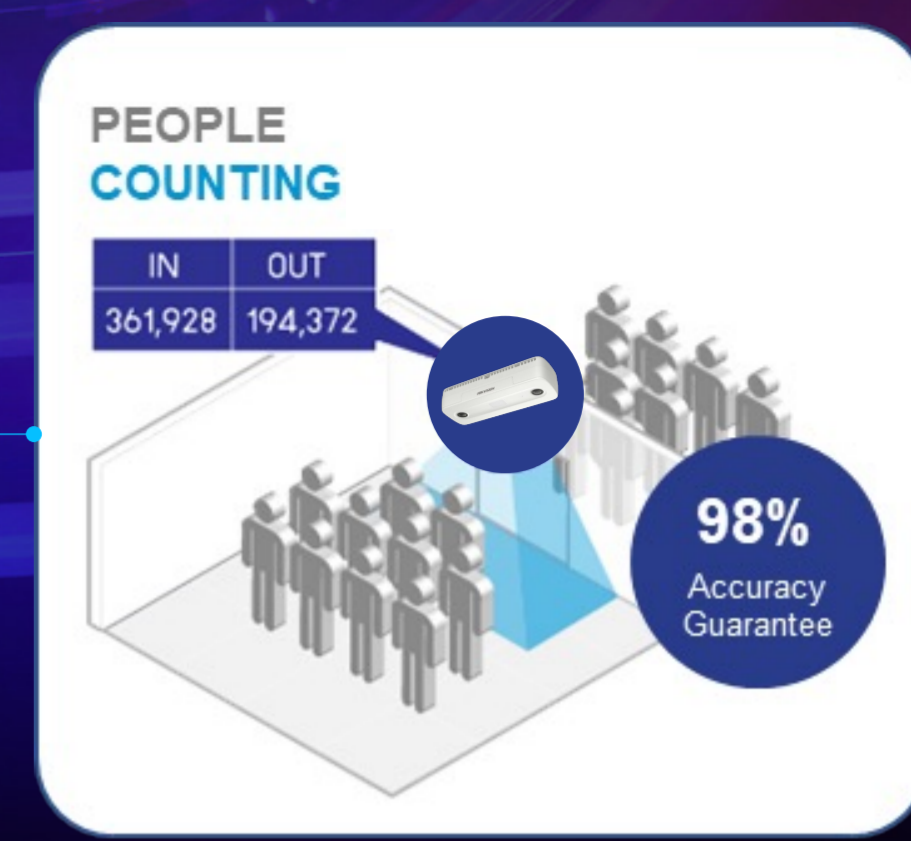


A heatmap visualization of a store layout, showing areas of high customer density in red and yellow. A camera icon is shown in the top left corner, and a bar chart is displayed on the right side of the heatmap.

PEOPLE COUNTING

IN	OUT
361,928	194,372

98% Accuracy Guarantee



A diagram illustrating people counting technology. It shows a camera icon, a bar chart, and a circular callout with the text '98% Accuracy Guarantee'. A table shows 'IN' counts of 361,928 and 'OUT' counts of 194,372.

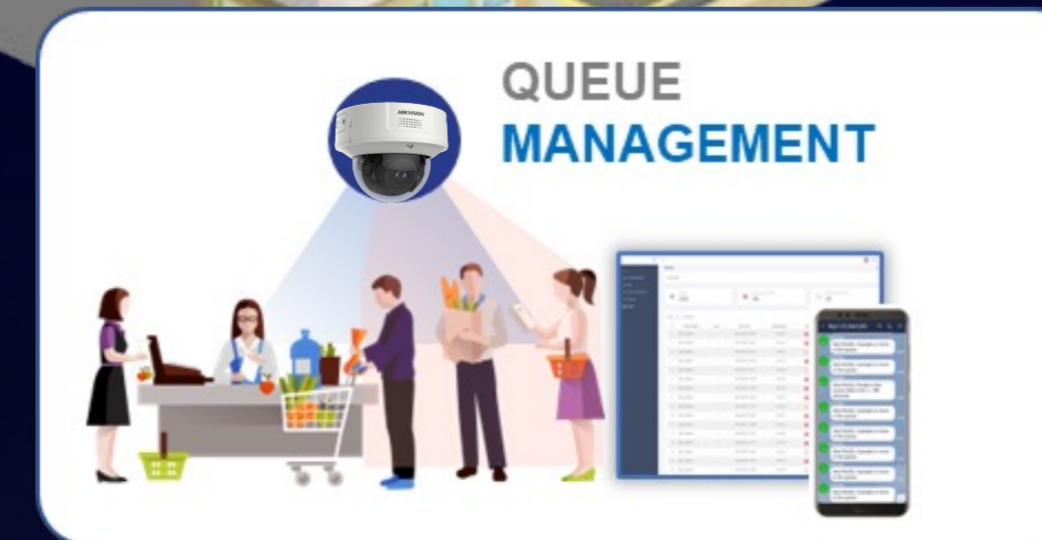
ANPR RECOGNITION



ANPR RECOGNITION interface showing license plate numbers (e.g., 94,157, 94-3863) and a camera icon. The interface includes a bar chart and a list of license plate numbers.



QUEUE MANAGEMENT



Queue management interface showing a camera icon, a bar chart, and a list of queue numbers. The interface includes a bar chart and a list of queue numbers.

POS INTEGRATION



POS integration interface showing a camera icon, a bar chart, and a list of POS numbers. The interface includes a bar chart and a list of POS numbers.

FRAUD PREVENTION



Fraud prevention interface showing a camera icon, a bar chart, and a list of fraud prevention numbers. The interface includes a bar chart and a list of fraud prevention numbers.

You can manage
what you **measure**

Measure
Manage
Improve

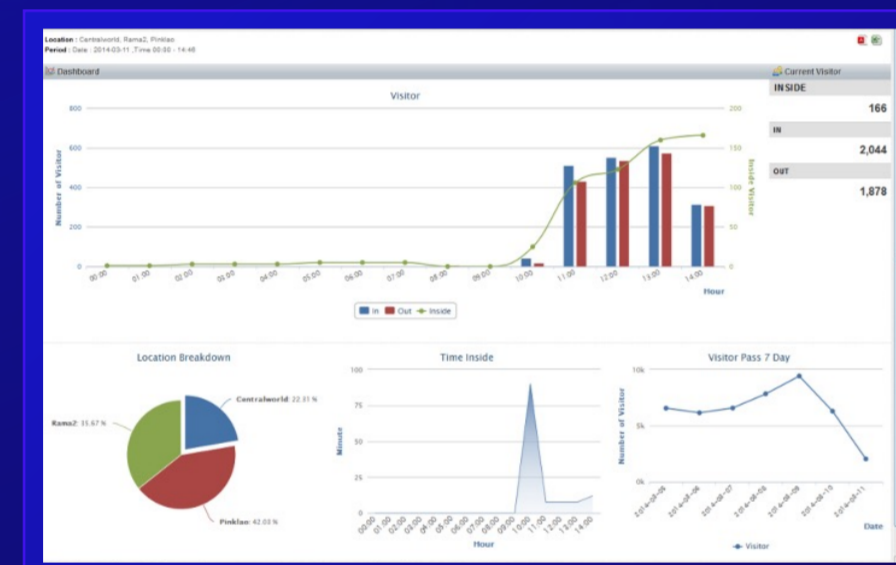
“We help people
make **great**
decisions”

Technology Comparison

	Accuracy	Software based	Security Benefit	Confidentiality of Data	Real Time	Bi-directional	Discriminates between human and non-human objects	Not sensitive to temperature	No blocking the entrance	Large site reference in Thailand
 Image Processing	more than 95%	✓	✓	✓	✓	✓	✓	✓	✓	✓
 Infrared	50-80%	✗	✗	✓	✗	✗	✗	✓	✗	✗
 Thermal Sensor	more than 95%	✗	✗	✓	✓	✓	✓	✗	✓	✗
 Manual Counter	50-80%	✗	✗	✗	✗	✗	✓	✗	✓	✗

People Counting Solution

The use of electronic devices to measure IN-OUT people and traffic. The data can be used for retail analytics, queue management and other traffic analysis



3D Technology



Measure Real Time Traffic



Compare Store Performance



Determine Conversion Ratio

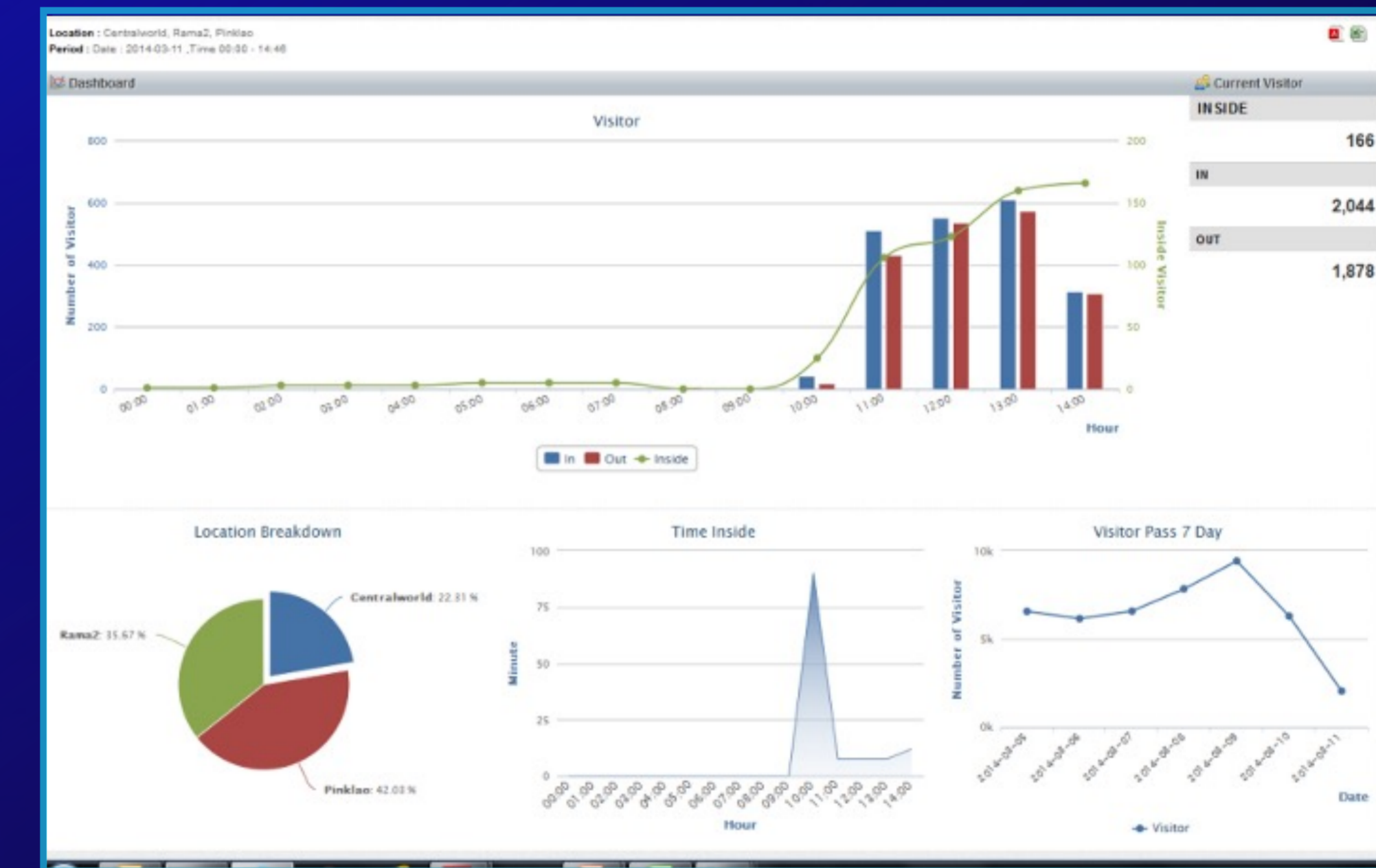


Determine Conversion Ratio



Optimize store layout and staff levels

REPORT



Queue Management Solution

- The report shows a visualization of data, number of branches, number of payment cashier in real time
- Alert system when the number of service users exceeds the specified row



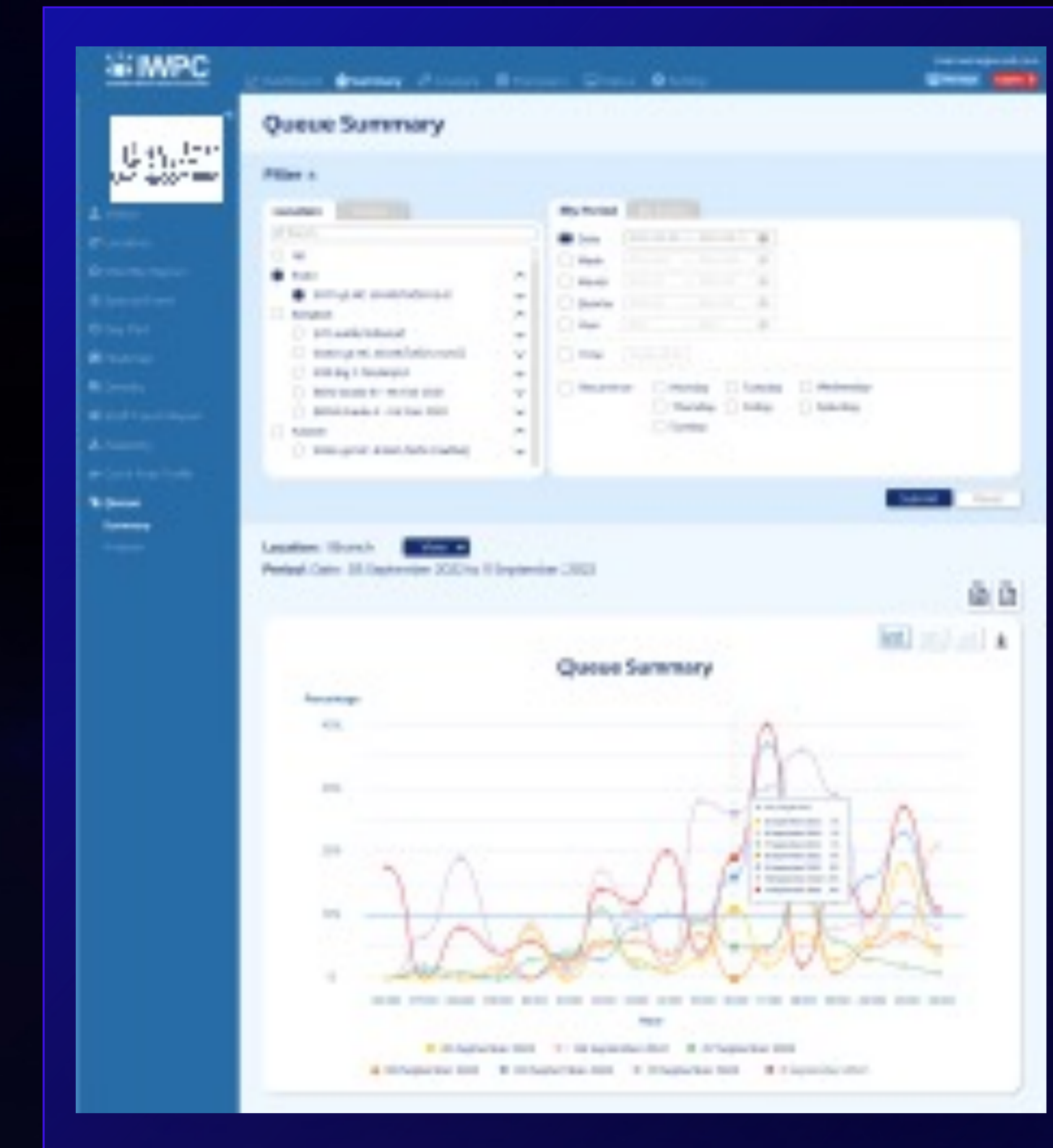
Convenience and fast service



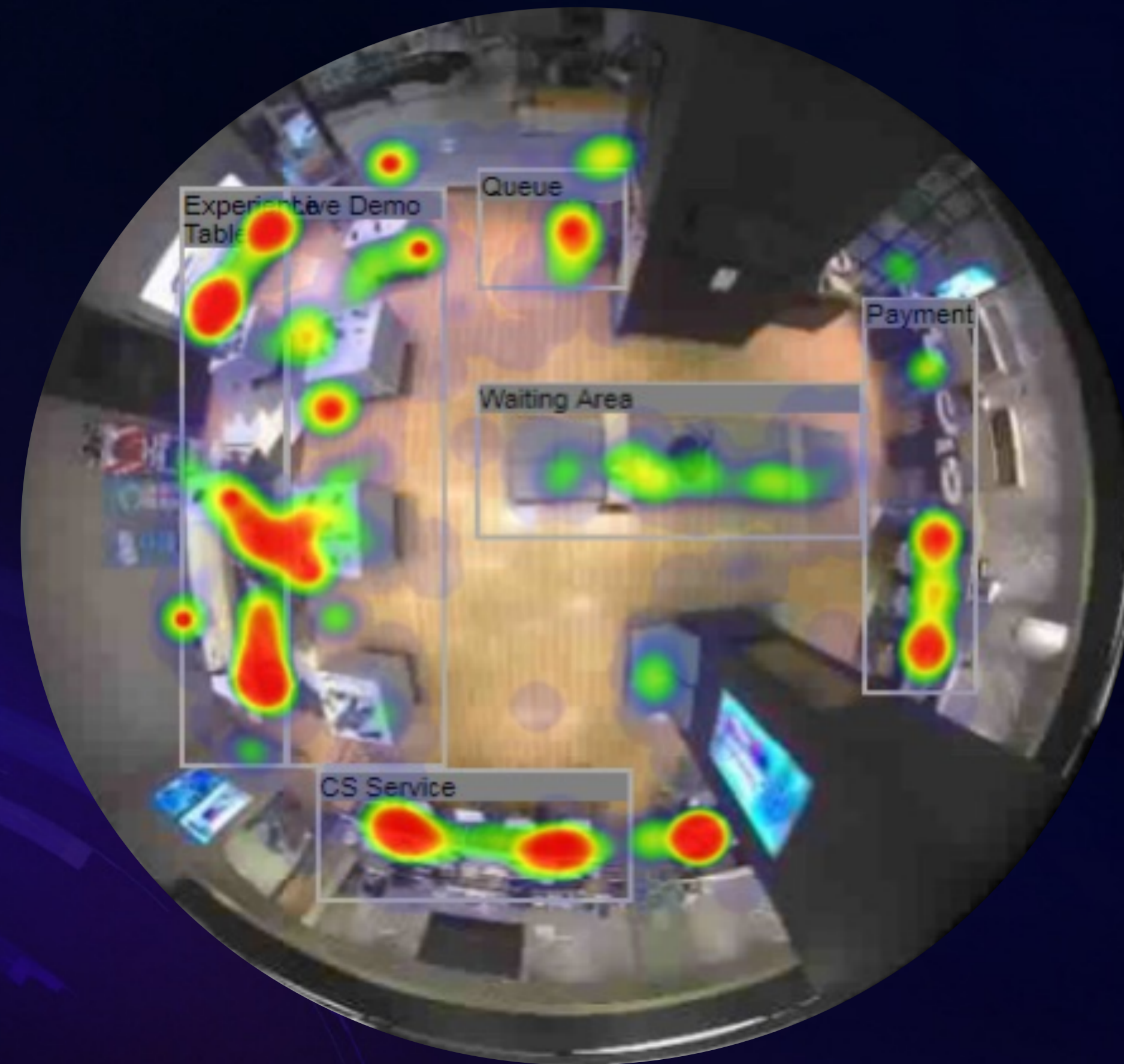
Convenience and fast service



Convenience and fast service

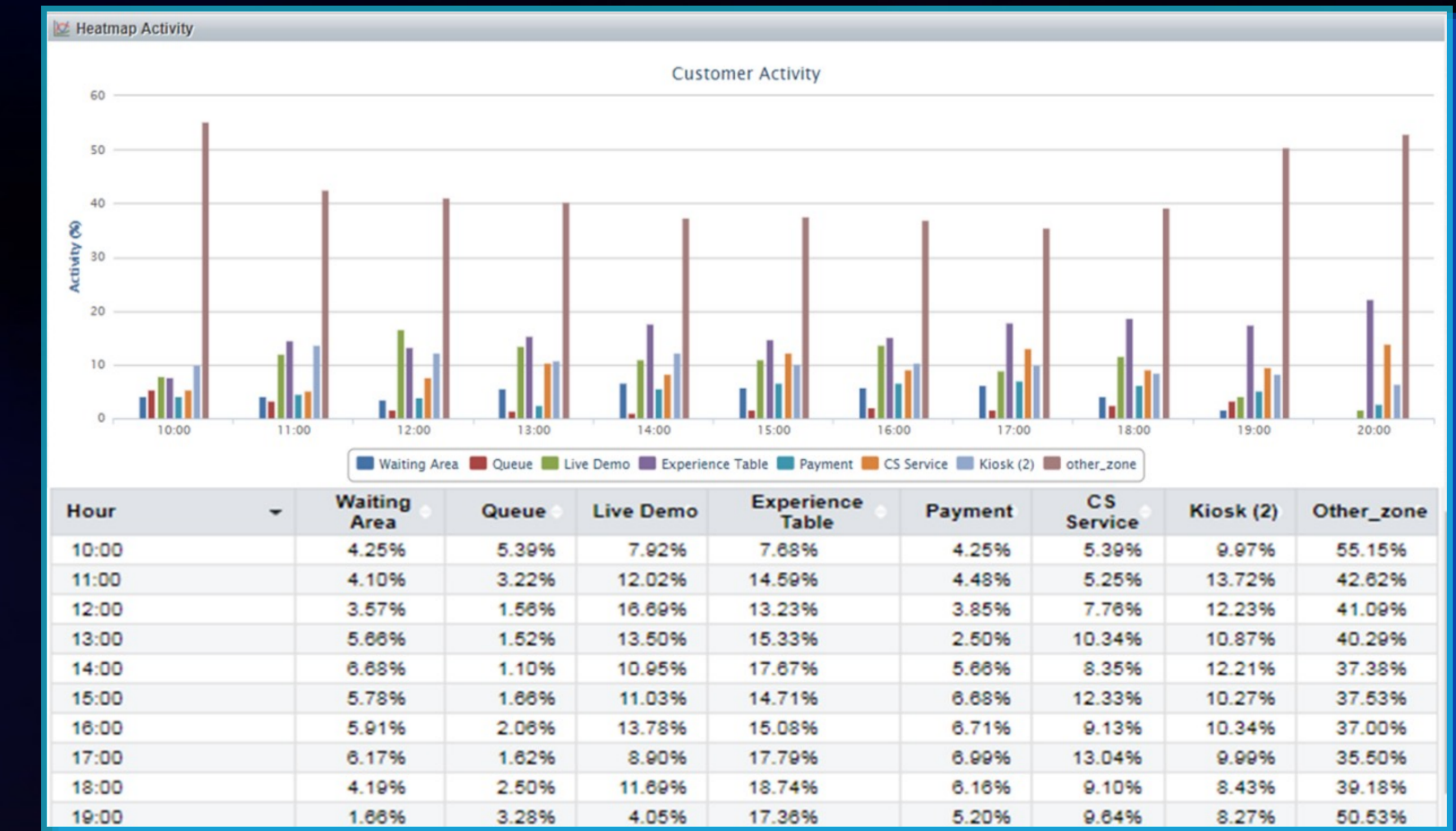


Heat Map (IN AREA) Solution



- ✓ Cloud-based analytics software
- ✓ Study long-term user behavior
- ✓ Time spent and crowd density at specific locations
- ✓ Real-time

REPORT



Fraud Detection

Cashier Check

Detects Scan Avoidance at Cashier checkouts without the need for PoS integration

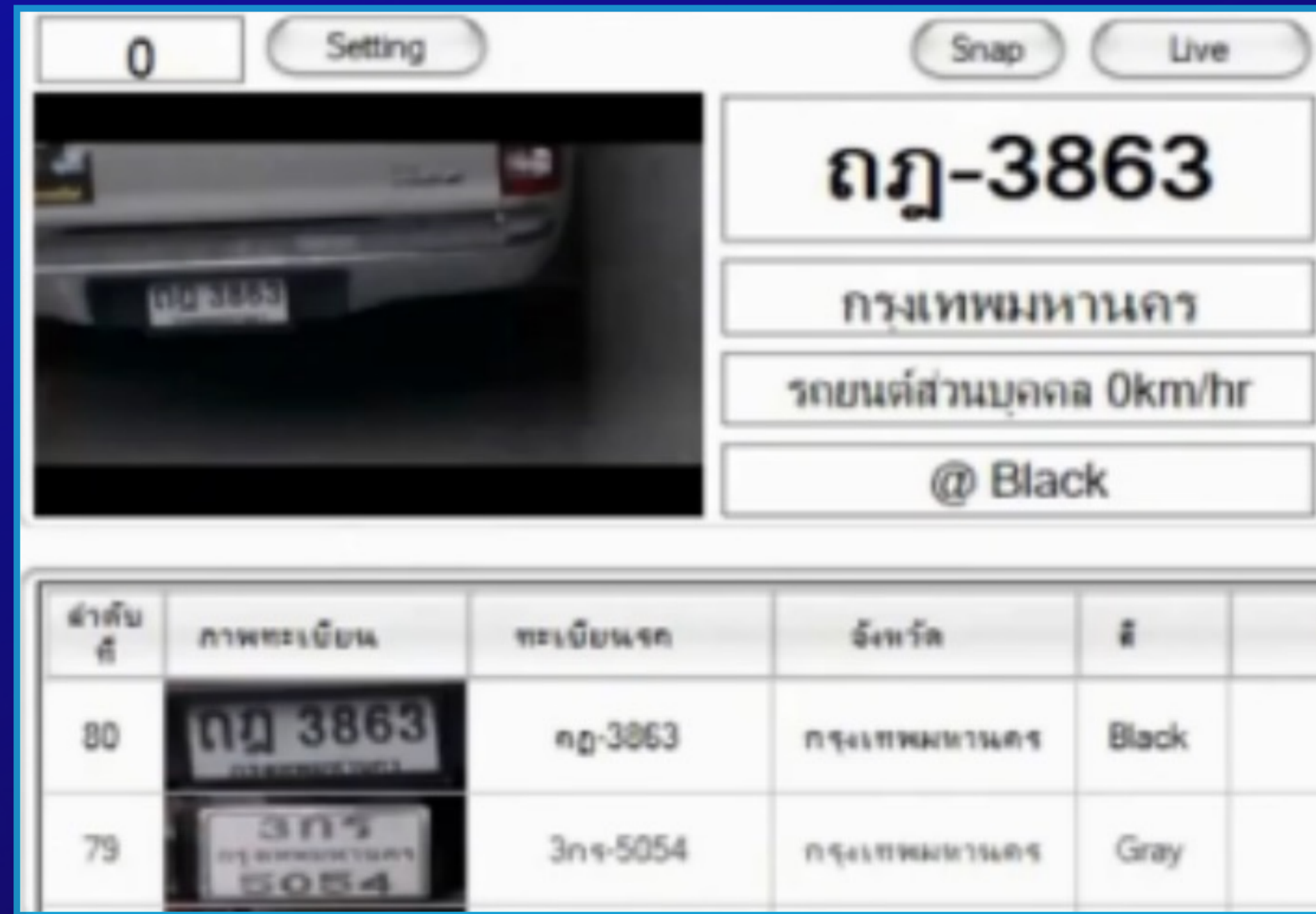
Key Features

- Detects suspicious cashier/visitor behavior (Scan avoidance) in real time
- Capable of Object and Product Recognition
- Automatic Reporting for staff compliance and performance
- Remote diagnostics and maintenance

1 IN 3 CUSTOMERS DON'T
SCAN ALL ITEMS AT **SCO**



Auto Number Plate Recognition



- The system cuts the license plate image with video
- The report shows statistics on the number of vehicles entering the service area.
- The report shows the vehicle category ranking information and Including the statistics of the car registration that came in repeatedly.
- The system displays time statistics of vehicles entering the area
- Support for controlling the barrier system



High Efficiency

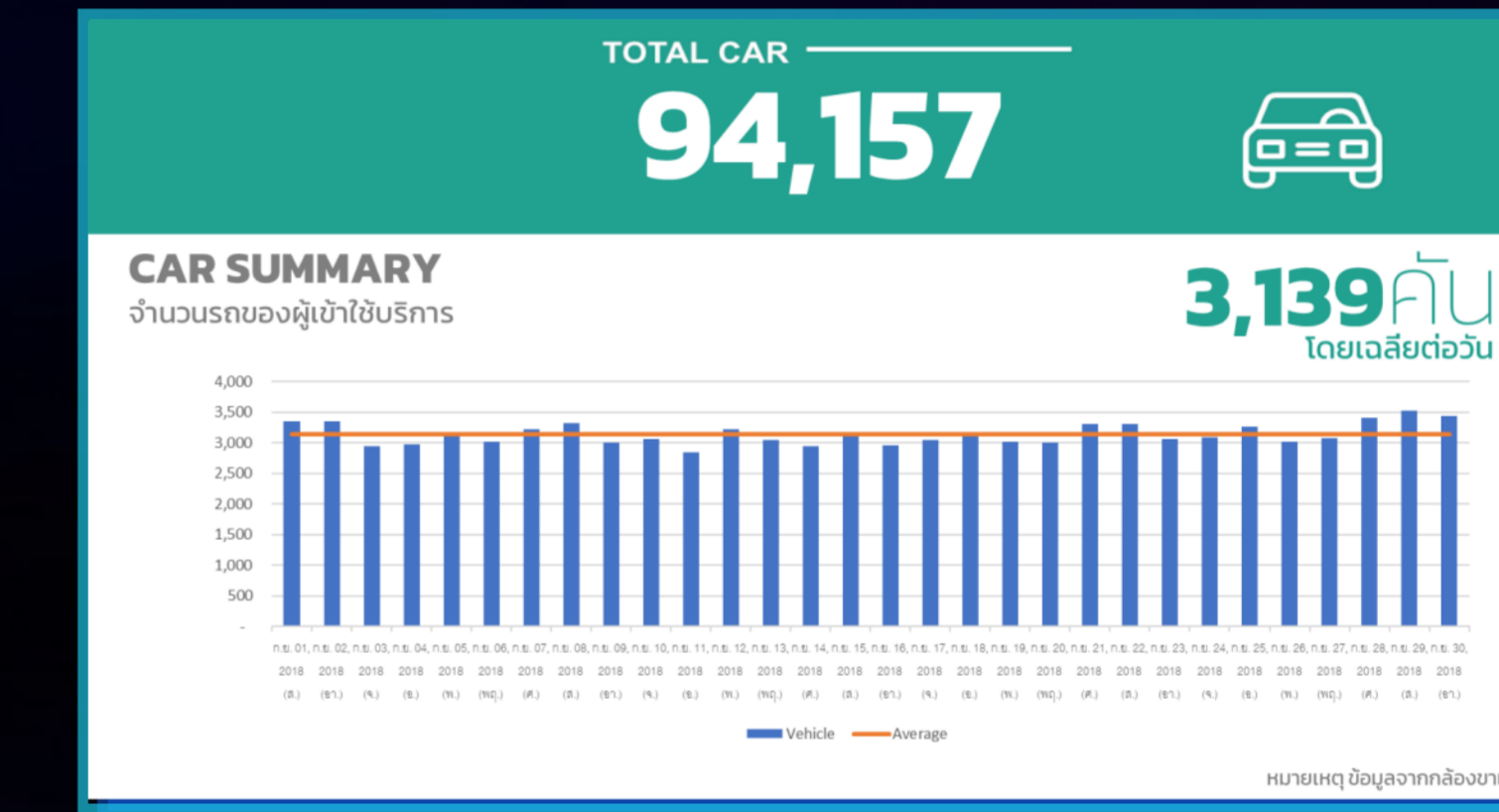


Cost Saving

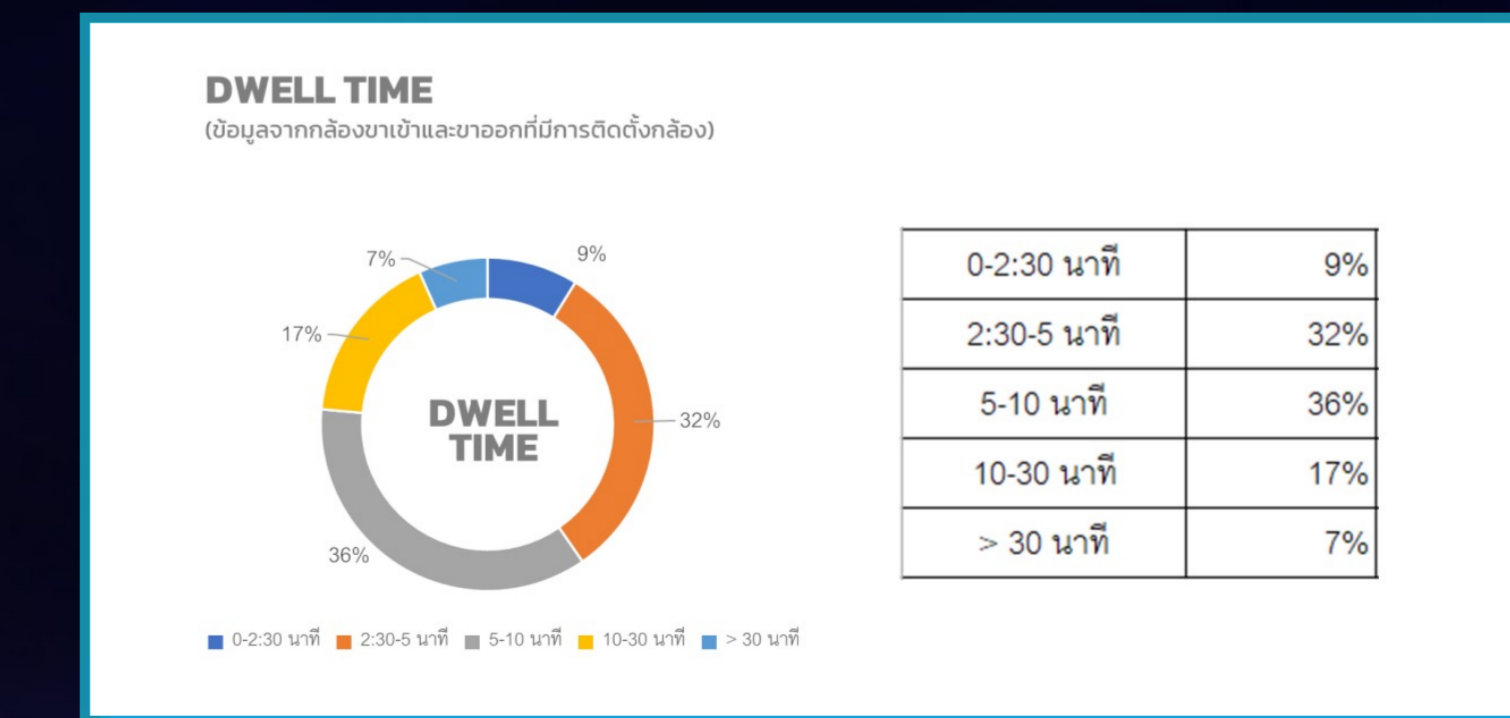


Vehicle Safety

Car Summery



Average car number that stay in the gas station



CW
TOWER

Case Study

Installation Point

Entrance

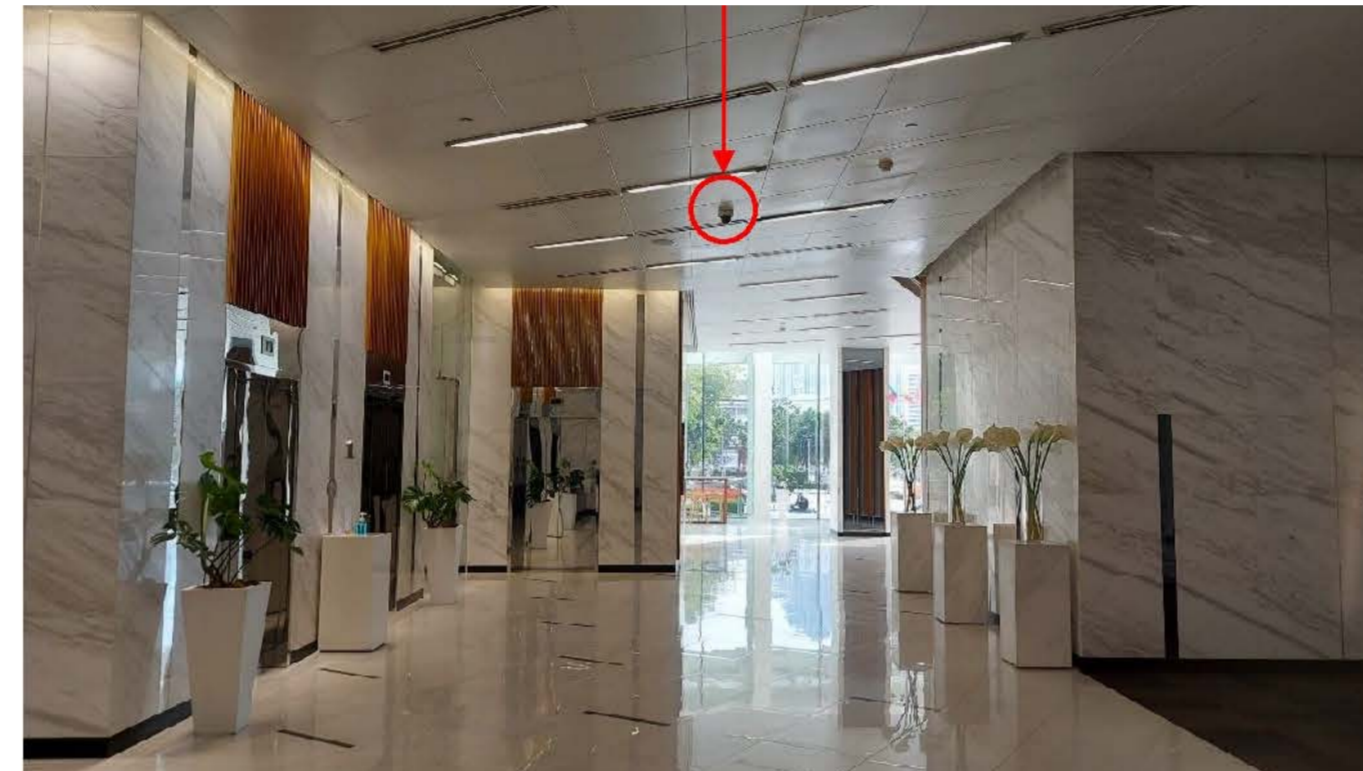


Installation point

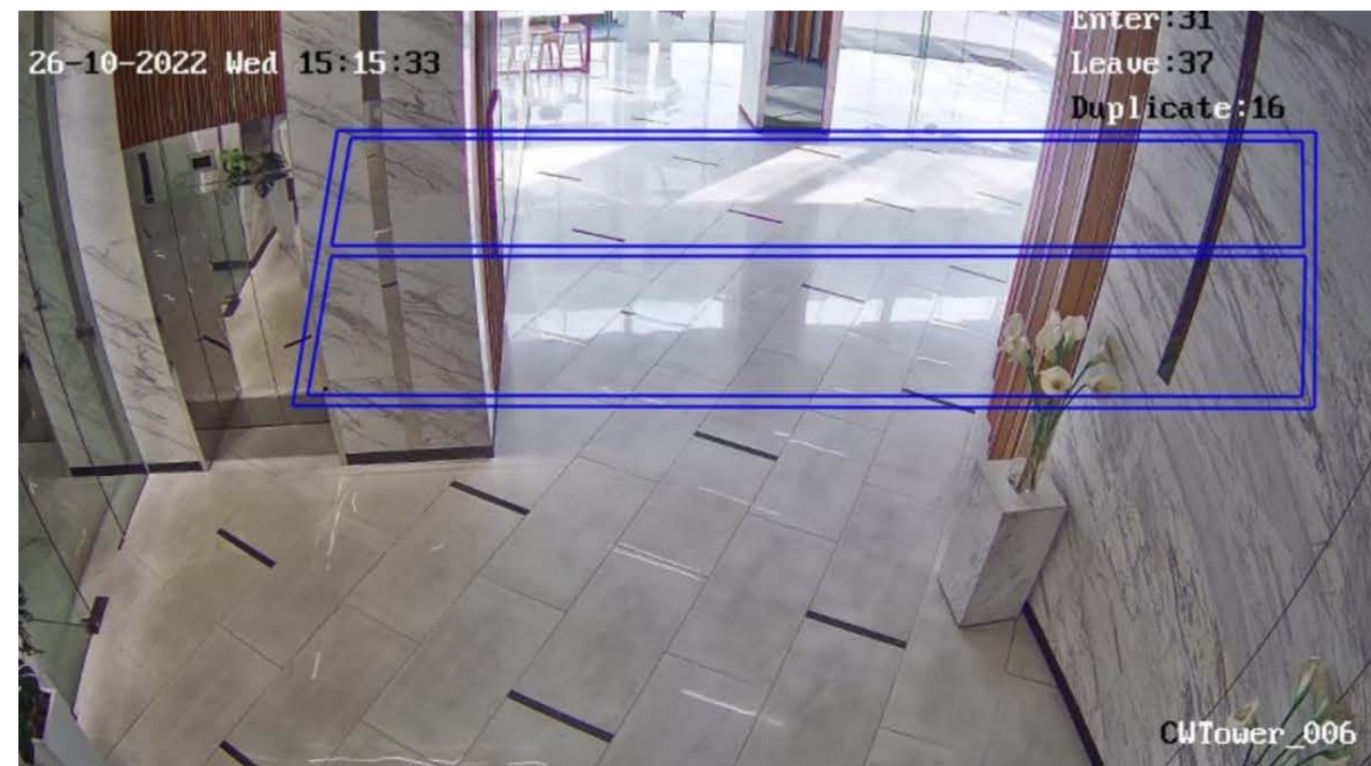


Live view

Glass Lift

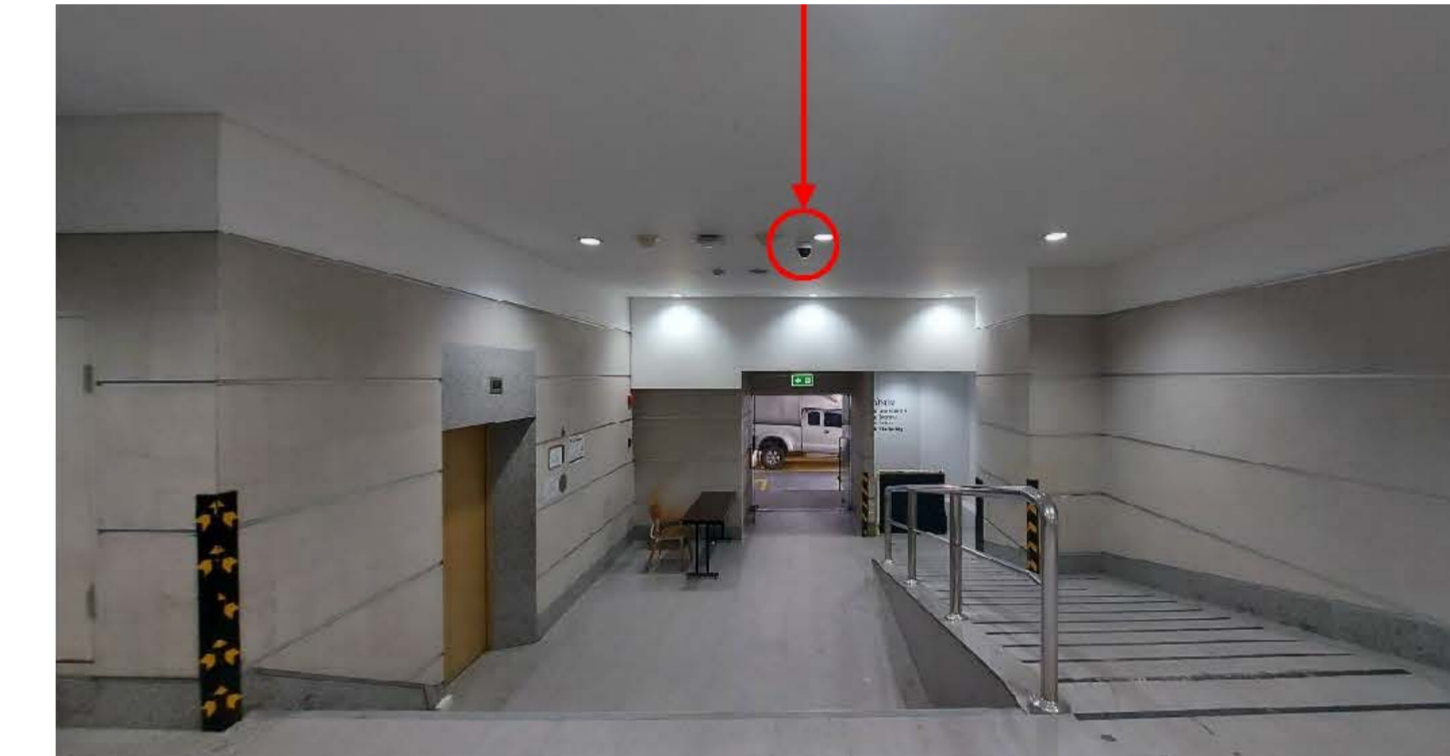


Installation point

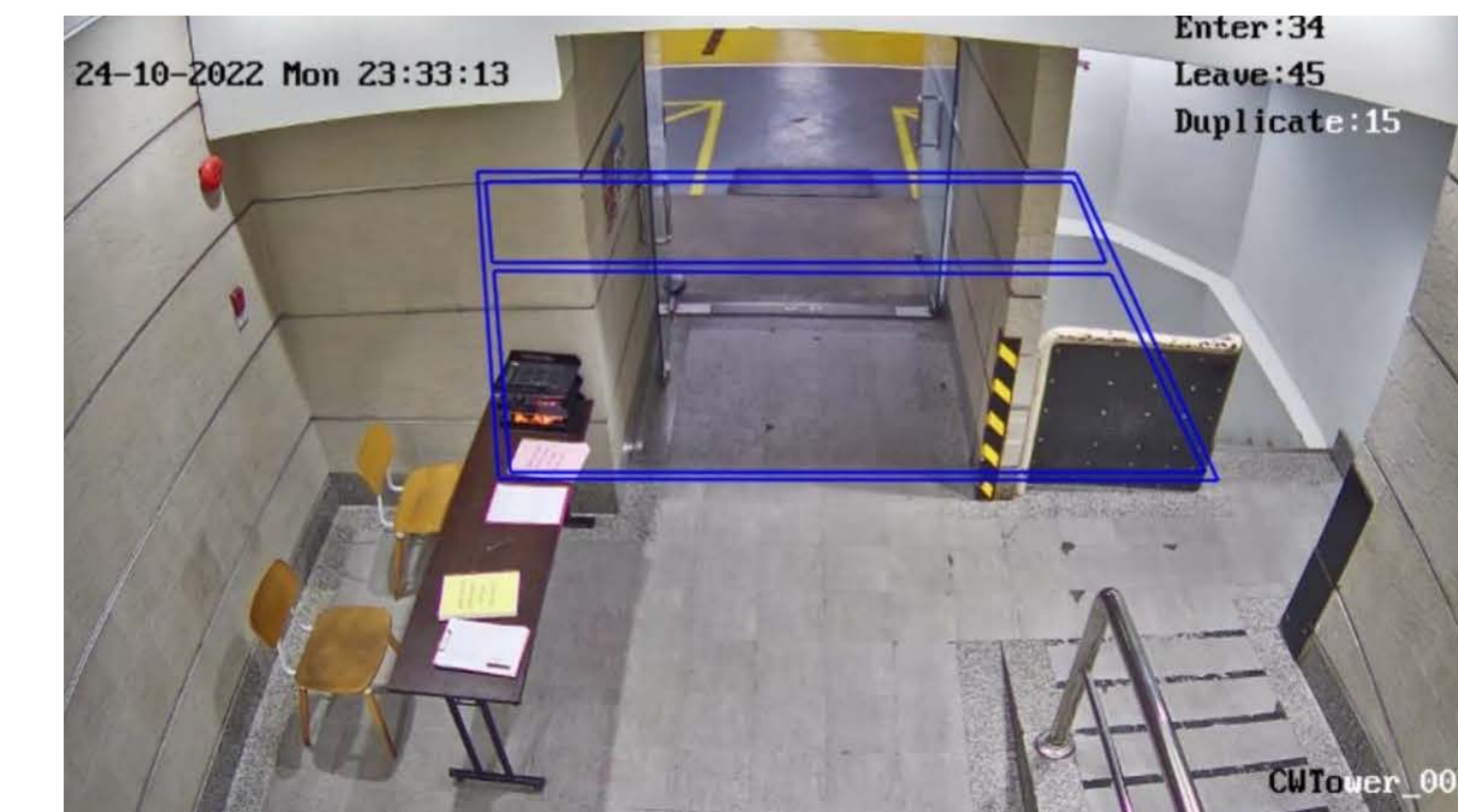


Live view

Loading point

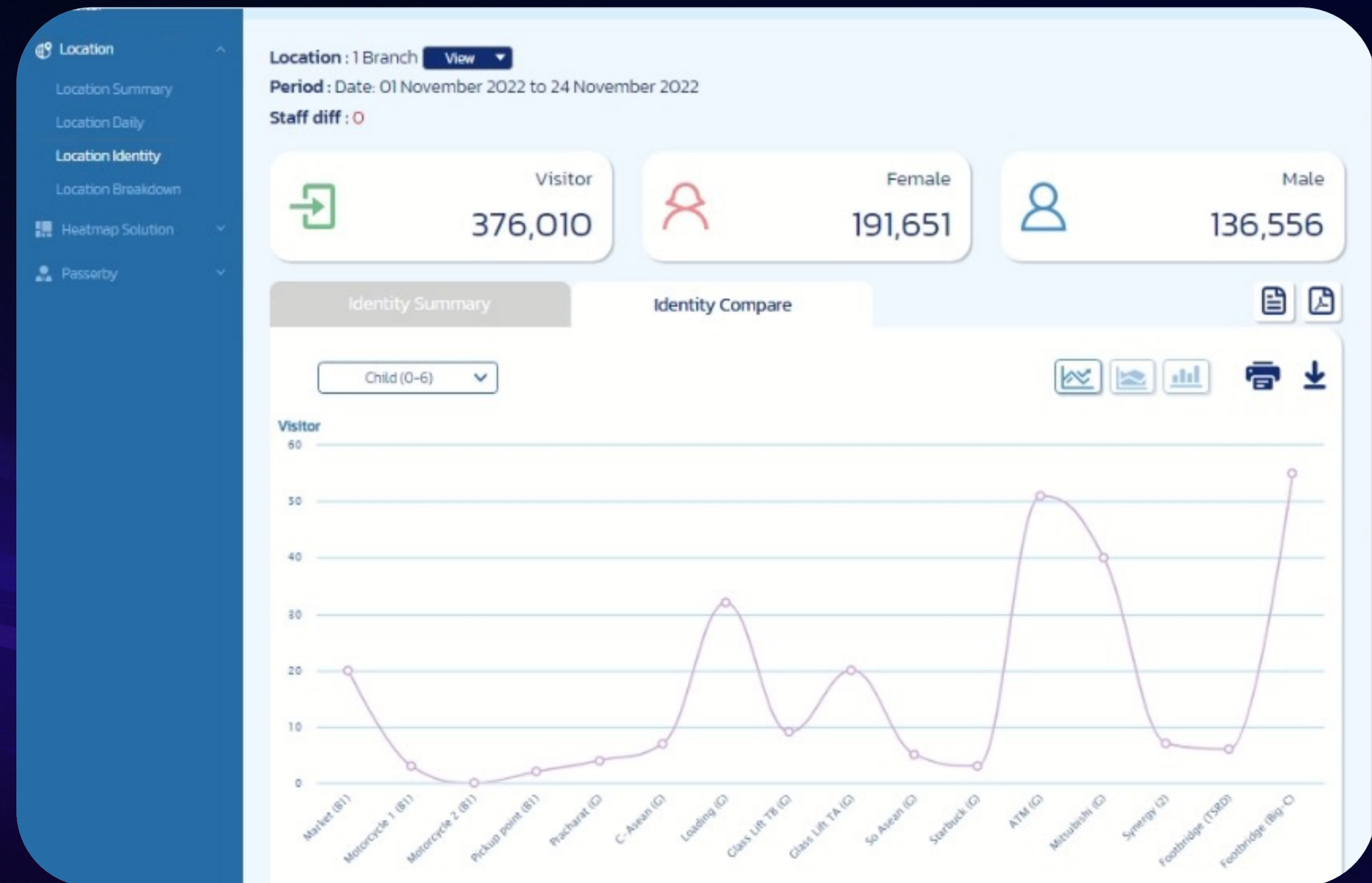


Installation point

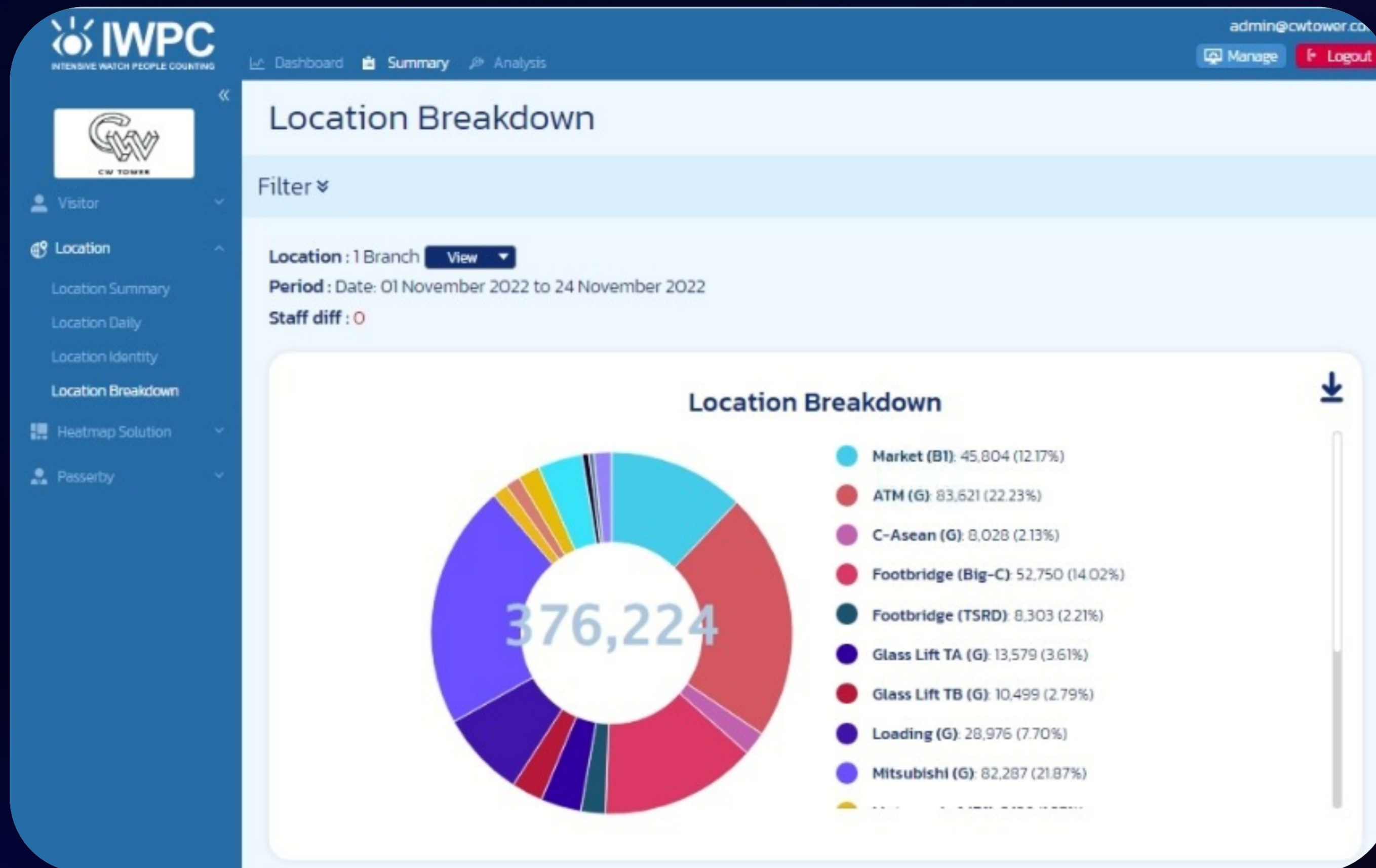


Live view

Summary Report



Able to identify male/female



Breakdown the Location

Location	Visitor	%
Market (BI)	45,804	12.17%
ATM (G)	83,621	22.23%
C-Asean (G)	8,028	2.13%
Footbridge (Big-C)	52,750	14.02%
Footbridge (TSRD)	8,303	2.21%
Glass Lift TA (G)	13,579	3.61%
Glass Lift TB (G)	10,499	2.79%
Loading (G)	28,976	7.70%
Mitsubishi (G)	82,287	21.87%

Visitor Average

Key Performance Indicator



KEY KPIs

- Traffic
- Build and staff
- Optimization
- Safety



Other Future KPIs

- Conversion rate
- Store partnership



THANK YOU